

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: William M. Reller and Sean Patrick Nolan
Title: SELECTING ADS FOR A WEB PAGE BASED ON
KEYWORDS LOCATED ON THE WEB PAGE
Application No.:
Filing Date: October 27, 2003
Examiner/Unit:
Attorney Docket No.: 2179-1-3

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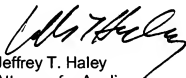
which they are aware and which they believe may be material to the examination of this application.

While this Information Disclosure Statement may disclose "material" information pursuant to 37 CFR § 1.56, it is not intended to constitute an admission that any patent, publication, or other information referred to therein is "prior art" for this invention unless specifically designated as such. In accordance with 37 CFR § 1.97(g) and (h), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR § 1.56(b) exists.

Copies of the documents cited in the attached form are enclosed.

Respectfully submitted,

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet

1

9

3

Application Number

Filing Date

October 27, 2003

First Named Inventor

William M. Reller

Art Unit

Examiner Name

U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

Examiner Signature	/Colleen Hoar/	Date Considered	10/24/2007
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			Application Number	
			Filing Date	October 27, 2003
			First Named Inventor	William E. Reller
			Art Unit	
			Examiner Name	
Sheet	2	of 2	Attorney Docket Number	2179-1-3

[illegible]

Examiner Signature	/Colleen Hoar/	Date Considered	10/24/2007
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